

Sales Order

Station: WRMD-TV Agency: SCREEN STRATEGIES MEDIA
 Contract Name: F4PM 1468122 est2634 Address: 11150 Fairfax Boulevard,
 Contract#: 1428035959 Suite 505
 Start Date: 10/17/16 End Date: 10/22/16 City: Fairfax State: VA Zip: 22030
 Revenue Type: POLITICAL SALES Buyer: _____
 NATIONAL Type: Cash Tax Schedule: _____ (None)
 Advertiser: FRIENDS/PATK MURPHY Agency Commission %: 15
 Address: _____ Billing Cycle: Standard
 City: _____ State: _____ Zip: _____ Salesperson: 5323nnat Comm %: 0
 Product Name: MURPHY FOR SENATE Makegood Policy: Within Contract Dates
 Estimate #: 2634
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	10/19/16	10/19/16		6:00 AM	7:00 AM	30			1					1	D	45.00	1	45.00	1
W																			
2	10/17/16	10/21/16		7:00 AM	10:00 AM	30	1	1	1	1	1			5	D	45.00	5	225.00	1
M - F																			
3	10/17/16	10/17/16		2:00 PM	3:00 PM	30	1							1	D	45.00	1	45.00	1
M																			
4	10/21/16	10/21/16		3:00 PM	4:00 PM	30				1				1	D	130.00	1	130.00	1
F																			
5	10/18/16	10/20/16		4:00 PM	5:00 PM	30		1		1				2	D	80.00	2	160.00	1
Tu, Th																			
6	10/19/16	10/19/16		5:00 PM	6:00 PM	30			1					1	D	130.00	1	130.00	1
W																			
7	10/17/16	10/21/16		6:00 PM	6:30 PM	30	1			1	1			3	D	150.00	3	450.00	1
M, Th-F																			
8	10/17/16	10/21/16		7:00 PM	8:00 PM	30	1	1	1		1			4	D	500.00	4	2,000.00	1
M - W, F																			
9	10/17/16	10/17/16		9:00 PM	10:00 PM	30	1							1	D	400.00	1	400.00	1
M																			
10	10/20/16	10/20/16		10:00 PM	11:00 PM	30				1				1	D	400.00	1	400.00	1
Th																			
11	10/19/16	10/22/16		12:00 AM	12:30 AM	30			1	1		1		3	D	45.00	3	135.00	1
W - Th, Sa---TITULARES Y MAS																			

Billing Projections: By Month

	Oct 16
CA	4,120.00
ST	4,120.00

Print Spot Prices

EST.2634
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TOTAL SPOTS 23
GROSS TOTAL \$ 4,120.00
ADJUSTED SPOTS 23
ADJUSTED TOTAL \$ 4,120.00

APPROVE DECLINE
 General Manager
 Regional Traffic Manager
 National Sales Manager
 Local Sales Manager

ORDER WORKSHEET

Rep Order# 1468122 Ver# 1 Status Confirmed Traffic Order# 1468122 Printed: 10/12/16 4:32 PM 1 of 2
 EC'd No Last Received: 10/12/16 4:32 PM
 Showing Buylines: All Lines

Station WRMD-TV TAMPA
 Advertiser (F4PM) FRIENDS/PATK MURPHY
 Product MURPHY FOR SENATE-SP
 Estimate# 2634
 Buyer CAROLINE BAHNG

Agency (SSME) SCREEN STRATEGIES MEDIA
 11150 FAIRFAX BLVD, SUITE 505
 FAIRFAX, VA 22030
 Agency C/P1/P2/E /2634
 Flight Dates 10/17/16-10/23/16

Rep Firm NBCUNIVERSAL
 Sales Office (WA) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant SUE
 Salesperson Phone# 2028854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	W	6A-7A	SUELTIA LA SOPA	30	-	-	\$45.00	10/19-10/19	1	1	\$45.00
2	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$45.00	10/17-10/21	5	5	\$225.00
			Buy Comment: ORDER: 1/DAY								
3	M	2P-3P	SUELTIA LA SOPA	30	-	-	\$45.00	10/17-10/17	1	1	\$45.00
4	F	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	10/21-10/21	1	1	\$130.00
5	Tu, Th	4P-5P	AL ROJO VIVO	30	-	-	\$80.00	10/18-10/20	2	2	\$160.00
			Buy Comment: ORDER: 1/DAY								
6	W	5P-6P	CASO CERRADO	30	-	-	\$130.00	10/19-10/19	1	1	\$130.00
7	M, Th-F	6P-630P	6P NEWS	30	-	-	\$150.00	10/17-10/21	3	3	\$450.00
			Buy Comment: ORDER: 1/DAY								
8	M-W, F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/17-10/21	4	4	\$2,000.00
			Buy Comment: ORDER: 1/DAY								
9	M	9P-10P	PRIME NOVELA	30	-	-	\$400.00	10/17-10/17	1	1	\$400.00
10	Th	10P-11P	PRIME NOVELA	30	-	-	\$400.00	10/20-10/20	1	1	\$400.00
11	W-Th, Sa	12A-1230A	TITULARES Y MAS	30	-	-	\$45.00	10/19-10/22	3	3	\$135.00
			Buy Comment: SPOT MUST RUN WITH PROGRAM ORDERED: TITULARES Y MAS ORDER: 1/DAY								

---REPORT TOTALS---

ORDER WORKSHEET

Rep Order# 1468122 Ver# 1

Status Confirmed

Traffic Order# 1468122

Last Received:
Showing Buylines:

Printed: 10/12/16 4:32 PM
10/12/16 4:32 PM
All Lines

Station WRMD-TV TAMPA
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product MURPHY FOR SENATE-SP
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Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2634
Flight Dates 10/17/16-10/23/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Report Totals: 23 / \$4,120.00 ✓

---SALES MONTHLY TOTALS---

Oct2016: 23 / \$4,120.00

Order Totals: 23 / \$4,120.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$4,120.00	CGAL	.00%	OTHE	.00%	WAC	.00%	WBL	.00%	WRMD	100.00%
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--- COMPETITIVE COMMENTS ---

COMPETITIVE TO FOLLOW

Books [OCT16]
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	10/17/2016 - 10/23/2016 (Est. 2634)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/17	Tue 10/18	Wed 10/19	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
Suelta la Sopa 6:00 AM - 7:00 AM	EM	M-F 30	\$45.00 \$45.00			1					1
Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$45.00 \$225.00	1	1	1	1	1			5
Suelta la Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$45.00 \$45.00	1							1
Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$130.00 \$130.00					1			1
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$80.00 \$160.00		1		1				2
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$130.00 \$130.00			1					1
WRMD 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$150.00 \$450.00	1			1	1			3
Caso Cerrado Estelar 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$2,000.00	1	1	1		1			4
El Mismo Cielo 9:00 PM - 10:00 PM	PT	M 30	\$400.00 \$400.00	1							1
Querida del Centauro 10:00 PM - 11:00 PM	PT	Th 30	\$400.00 \$400.00				1				1

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	10/17/2016 - 10/23/2016 (Est. 2634)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/17	Tue 10/18	Wed 10/19	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
Titulares y Mas 12:00 AM - 12:30 AM	LF	M-F 30	\$45.00 \$135.00		1	1		1			3
Station Totals			\$4,120.00	5	4	5	4	5	0	0	23

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRMD-TV	Date: 10/12/2016
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I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$3,502.00

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

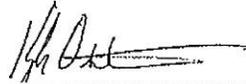
Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/12/2016



Date

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Patrick Murphy

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box) Marco Rubio

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

printed name

10/18/2016

date